Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

C - DEF
X: BARTHOLOMEW, FLETCHER
X: LEWIS FULTON
X: PRESS RELEASE

PROPOSED BACKGROUNDER ON BARTHOLOMEW CASE

for Lincoln White, State Department Press Officer

The Department is aware that a radio commentator has accused the American Consul General in Munich, Mr. Edward Page, Jr., of acting improperly in connection with the evacuation of Fletcher Bartholomew, an American employee of the Free Europe Committee, from Munich to the United States in July of 1956. Nothing could be farther from the truth as these facts will attest.

On July 27, 1956 Mr. Page, after discussion with Mr. Bartholomew and at the request of the Free Europe Committee recommended to the appropriate American military authorities that Mr. Bartholomew be given a medical examination. On July 28, a Catholic Chaplain of the U.S. Army lunched with Mr. Bartholomew and persuaded him to accept hospitalization and a medical examination. Mr. Bartholomew was subsequently flown to Frankfurt, where medical examinations continued, and he was evacuated from Germany to the United States on August 2. The Department understands that Mr. Bartholomew was informed in Germany of the reasons for his evacuation to McGuire Air Force Base, New Jersey.

As Consul General in Munich, Mr. Page is responsible for the interests of the United States Government and its citizens in the Munich Consular District. His request for assistance from the competent American military authorities in Germany was an entirely proper function for him to perform in discharging his duties as a Consul General of the United States.

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Inc. He headed the first U. S. international trade fair in Chicago in 1951. He was graduated from Temple University, Philadelphia.

7. The third principal is Roy Roberts -- no relation to Paul Roberts -- who is a realtor and oil operator in Ojai, California. He is treasurer of MBS.

8. A. A. Schechter, one-time reporter on the New York World, later NBC, then MBS, and during the war MacArthur's radio program officer, has had considerable New York Transit Authority business thrown his way by Major General Hugh Casey, U. S. A. (ret.). Children of Casey and Gen. Lucius Clay are married to each other. Schechter is to be a consultant to the new management.

9. Frieda Hennock is the Washington legal counsel for MBS.

10. The Washington station, WOMS, is now managed by Robert Burleigh, former assistant to Fulton Lewis and prior to that a reporter for the Chicago Tribune.

11. Fulton Lewis has no official connection other than as a commentator with the new outfit.

12. The Yankee and Don Lee regional networks remain under RKO Teleradio Pictures ownership but continue as Mutual affiliates.

13. The officers of MBS are:

Chairman of the Board: Armand Hammer

President: Paul Roberts

Executive Vice President: Bertram J. Tanner

Treasurer: Roy Roberts

Secretary: Frank P. Barton, attorney in Los Angeles

Directors: Arthur Braun, president of Starrett Corp., New York City
L. M. Halpar, president of Halpar Construction Co., Los Angeles

Vice President in charge of Programs: Harold Wagner

Vice President for Sales: Sidney P. Allen

Vice President in charge of Washington network operations: Robert F. Burleigh

Director of Administrative Services, including personnel, purchasing, and accounting: Herbert J. Cutting

Consultant to MBS: A. A. Schechter

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Field Director for Station Relations Staff: James T. Conby, formerly of Jackson, Mississippi and Phoenix, Arizona

New York office salesman: George Costello, formerly vice president for sales, ABC

New York office salesman: John Mulvihill, formerly with General Artists Corporation

Executive aide to Mr. Gunser in charge of production matters in news, sports, and special events: Norman Baer, formerly of the advertising firm of Lewin, Williams, and Saylor.

Executive Producer for NBC: William G. Kelley, head of the Kelley Advertising Agency, Atlantic City, New Jersey

Weiss and Geller, Inc., an advertising firm, was hired November 15 to put on an aggressive advertising and promotion campaign at the trade and consumer level.

14. In December 1957 NBC established seven new "metropolitan-market-area representatives" to serve on the NBC Mutual Affiliates Advisory Committee, for a period of two years. These representatives, elected by the 160 affiliates, were as follows, as announced on December 13:

Thomas F. McNally, WMAR Baltimore
Carter C. Peterson, WCCP Savannah
Charles L. Harris, WHAS Louisville
Carl Junker, WTPS New Orleans
Robert Webber, KMBC Des Moines
Norwood Tucker, WBAP Dallas
George Hatch, KALL Salt Lake City

15. A number of new industrial and commercial sponsors for NBC broadcasts have been signed up since July 1957, and include the following, according to NBC announcements:

General Motors
Liggett and Meyers Tobacco Company
Pontiac Motors
Florists Telegraphic Delivery Association
S. C. Johnson and Son, Inc.
Beltone Hearing Aid Company, Chicago
Rhodes Pharmacal Company (Isodrin Division), Cleveland
Kraft Foods
Ex-Lax
GMC Truck Division
Spring Air Division
Tint'n Set, Incorporated
Diversified Cosmetics of America, Incorporated
Reader's Digest
Consumer Drug Company
Voice of Prophecy, Incorporated (a religious group)

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Baltimore Gospel Tabernacle
Chrysler Corporation
H. J. Heinz
Coca Cola (renewal)
Dann Bible Institute (renewal)
Durrus Watch Company
P. Lorillard Company (Kent cigarettes)
Jello
Anacin (Whitehall Pharmacal Division of American Home Products Corp.)
Lever Brothers, Pepsodent toothpaste, Dove hand soap
B. T. Babbitt Company, "Bab-O"
Sterling Drug Company, "Fizrin"
P. Lorillard Company (Newport cigarettes)
Colgate's, Ermal
Lewis Foods Company, "Dr. Ross Pet Foods"

16. The officers of RKO Teleradio Pictures, Incorporated, are:

Thomas F. O'Neil, Chairman and President
Norman Knight, Vice President and Director; also General Manager of Yankee Network
George W. Steffy, Vice President and Director; also with Yankee Network
J. Glen Taylor, Vice President and Director; also RKO
Ward D. Ingrim, Vice President and Director; also RKO
Robert A. Schmid, Vice President and Director; also RKO
Gordon Gray, Vice President and Director; also RKO; also an official of WOR New York
Dwight W. Martin, Vice President
Harry Tremor, Vice President and Director; also RKO
Earl Johnson, Vice President and Director
John D. Poor, Vice President and Director; also RKO
John Clagborn, Vice President and Director; also General Manager of WHBQ Memphis
A. H. Quinn, Vice President and Director
J. A. Andreoli, Vice President
James E. Wallen, Treasurer; also in RKO
Frank W. Knowlton, Secretary and Director
Patrick J. Winkler, Auditor
Michael O. O'Neil, Director; also with General Tire and Rubber Company
Jack I. Straus, Director; also with R. H. Macy and Company
Edwin F. Chinland, Director; also with R. H. Macy and Company
Benjamin C. Smith, Director; also with Seaboard Construction Company
Millet H. Brown, Vice President; also General Manager of the Don Lee Network
Robert Lader, Vice President; also with WOR New York
Bertram Lebhar, General Manager of WEAT West Palm Beach
Robert F. Darleigh, General Manager of WORC, Washington
John Boyer, General Manager of Recording Division of RKO Teleradio
Robert Hunby, "Vice President, RKO"
Randall B. Campbell, Vice President, National Sales

17. The headquarters of the Mutual Broadcasting System is at 1440 Broadway, New York City.

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

18. Eighteen national advertisers have bought out the 107 periods for news broadcasts on the half hour available from the Mutual Broadcasting System. Mutual sells news programs on the half-hour only, to national clients, and cooperates with affiliated stations in selling other news programs on a local or cooperative basis. Advertisers are investing $60,950 a week or $3,169,400 a year for news shows on Mutual network.

19. Mutual has 457 stations. There are 23 applications now being processed by the network. It is expected that the affiliates will shortly exceed 600 due to the use of linking rural AM radio affiliates by FM circuits as well as by long lines of A. T. & T. According to a recent statement by Paul Roberts, Mutual network president, the network eventually plans to use 60 FM stations to feed high fidelity programming to Mutual affiliates not now receiving hi-fi service by A. T. & T. lines.

140 stations are now served through telephone lines which are fed from broadcasting studios to large stations over long line telephone cables, and then are relayed to lesser stations over local telephone lines. FM receivers will be installed in smaller radio stations to receive the FM transmissions and retransmit them on normal AM channels to listeners. It is estimated that it will take two years to install the new system which has been tested for the past ten weeks in New York State through the rural network owned by Northeast Radio Corporation. Mutual proposes to cancel the majority of its rental contracts for rural telephone lines.

The use of FM will permit additional independent stations to join the network. The first FM station will be in San Francisco and the FCC will be asked to authorize six more which is the maximum allowed under the law. The remaining FM stations will be signed on as affiliated stations.

20. Under the new management Mutual has started "Operation News Beat." Each one of the 457 stations becomes a "stringer." The network has its own staffers and has news coverage from AP, UP, and INS. Five-minute news programs are offered on the hour and half hour and a cut-in on the network is made with a flash when the news merits it.

Kraft Foods Company, placed by Needham, Louis and Brorby, is Mutual's largest single weekly radio news broadcaster. They have bought 29 shows at a cost of $20,050 net a week. Two runners-up are American Home Products, 15 shows at $12,000 a week, through Sullivan, Stauffer, Colwell & Bayles, and 15 shows bought by Donahue & Coe for B. T. Babbitt Company at a cost of $10,900 a week. B. B. D. & O., the New York agency, is third on Mutual's list, buying 10 shows for Lever Brothers, Inc., at a total net cost of $9,200 a week.

Shulton, Inc., which buys direct, is spending $4,200 a week, as is Tint'n Set, Inc., a division of Diversified Cosmetics Associates, Inc., Newark, N. J., whose agency is Duncan & Jeffrey. Both get seven half-hours a week for this amount.

21. There are four Mutual news sponsors with five half-hour shows a week. They are Consumer Drug Corporation, Portland, Oregon (Duncan & Jeffrey); Sterling Drug Company, Inc. (Compton Advertising); General Foods Company

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8

(Young & Rubicam); and Nylo Set Company, Miami, Florida (Southern Advertising). Costs differ because of time spots. Sterling and Consumer pay $3,750 each week, while General Foods and Nylo are billed at $3,000 weekly.

Radson Vitamin Corporation (Penn Advertising) and H. J. Heinz Company, Pittsburgh (McCann-Erickson) buy two half-hour shows from Mutual each week, paying $1,500 and $1,200, respectively. Six national advertisers with one half-hour a week on Mutual are: Sleep-Eze Company, Los Angeles (Ratil & Saltman); Rhodes Pharmacal Company, Cleveland, and Zoltone Hearing Aid Company, Chicago, both placed by Glenn & Frommer, Chicago; Spring Air Company (Lenff Advertising); H. Songer, Inc., Newark, N. J. (Duncan & Jeffrey, Inc.) and America's Future, Inc., which buys without an agency.

STANLEY J. GROSS
Assistant to the Director

Distribution:
Orig - Add
1 - DDCI
1 - DD/P
1 - ID
1 - C/ID
1 - General Counsel
2 - Signer
1 - Alice
1 - Nancy

Declassified and Approved For Release @ 50-Yr 2013/10/28 : CIA-RDP74-00297R000900080136-8